

Position description

Position title	: Digital Marketing Manager
Reports to	: Director, Marketing and Brand
Employment type	: Permanent Full-time
Location	: Sydney/Melbourne
No. of direct reports	: Nil
Date	: September 2026
Approved by	: Director, Brand and Marketing

The operating environment

SVA overview

Social Ventures Australia (SVA) is a not-for-profit organisation, we are innovators for good, working to shift the conditions of challenging social problems to build a fairer Australia – towards an Australia where people and communities thrive.

SVA Values

As a purpose-driven organisation, our values guide who we are, how we work and the decisions we make.



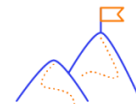
People at
the centre



Difference gives
us strength



Open and ready
to learn



Real change
takes time

Learn more about SVA's values [here](#).

First Nations Practice Principles

SVA is committed to providing a culturally safe workplace for all our First Nations employees, partners and clients. We commit that our work with First Nations peoples is aligned with our First Nations Practice Principles set out below.



Learn more about SVA's First Nations Practice Principles [here](#).

Team overview

The Brand and Marketing team is responsible for stewarding SVA's brand, reputation, market presence and internal and external communications. The team works across SVA to lift brand awareness, support client and stakeholder engagement, position SVA's insights and work with credibility, and ensure a consistent and compelling SVA voice across channels.

The team partners with functions across SVA to support strategic priorities, fundraising and partnership opportunities, campaigns, publications, digital channels, events, media and marketing collateral. The team also plays an important role in translating complex social impact, policy and systems change work into clear, audience-centered communications.

Position purpose

The Digital Marketing Manager is responsible for growing SVA's brand awareness, audience engagement and digital performance across paid, owned and earned channels.

Reporting to the Director, Brand and Marketing, the role leads the planning, execution and optimisation of omnichannel marketing campaigns and digital experiences across platforms including Google, LinkedIn, email, web and social media.

Combining strategic thinking with hands-on delivery, the role uses audience insights, performance marketing principles and data-driven optimisation to strengthen SVA's brand, amplify thought leadership and improve audience engagement and conversion.

Working closely with internal stakeholders, agencies and suppliers, the Digital Marketing Manager helps maximise the reach and impact of SVA's marketing and communications activity while ensuring audience experiences are connected, measurable and effective.

Social Ventures Australia Limited

Gadigal, Suite 5.02, Level 5, 309 Kent St, Sydney NSW 2000 | ABN 94 100 487 572 | AFSL 428 865

info@socialventures.org.au | socialventures.org.au



Position responsibilities

- Develop and deliver strategic, integrated digital marketing campaigns that strengthen SVA's brand awareness, reputation and audience engagement across priority stakeholder groups.
- Lead performance marketing activity across paid digital channels, including audience targeting, budget management, optimisation and reporting.
- Manage paid and organic channel activity across Google, LinkedIn, email, website and social media, ensuring activity is coordinated and aligned to campaign objectives.
- Design and optimise audience journeys, segmentation strategies and marketing automation programs to improve engagement, lead generation and conversion.
- Monitor and maintain website, channel and campaign performance, using analytics and audience insights to identify opportunities and improve outcomes.
- Manage SVA's social media presence, including publishing, paid amplification, audience engagement and performance optimisation.
- Partner with internal stakeholders, agencies and suppliers to deliver effective digital marketing campaigns and audience journeys.
- Contribute to the development of SVA's digital marketing capability, systems, processes and measurement frameworks.

What great looks like in this role

- **Strategic and hands-on:** Connects digital marketing activity to organisational objectives while remaining closely involved in campaign delivery, optimisation and execution.
- **Strong omnichannel marketer:** Understands how audiences move across channels and develops integrated campaigns that improve engagement, conversion and impact.
- **Proactive and accountable:** Takes ownership, effectively drives work forward with initiative and sound judgement.
- **Highly organised:** Brings strong project management and prioritisation skills, effectively managing multiple campaigns, stakeholders and deadlines without sacrificing quality.
- **Digitally savvy and data-informed:** Keeps pace with emerging trends, technologies and tools, and uses analytics, testing and audience insights to improve performance and effectiveness.
- **Collaborative team player:** Builds trusted relationships across the organisation, works effectively with agencies and partners, and communicates clearly with a wide range of stakeholders.

Special requirements

- A genuine interest in SVA's purpose and in working in the social impact sector.
- Melbourne or Sydney based, with ability to travel domestically if required

Person requirements

To effectively perform this position, the person will require the following:

Knowledge

- Contemporary digital marketing principles, including audience segmentation, omnichannel campaign planning and performance measurement.
- Performance marketing, conversion optimisation and audience targeting methodologies.
- Search Engine Experience (SEO, AEO and website user experience) and digital channel optimisation.
- CRM, marketing automation, email marketing and audience engagement platforms, and their role in supporting engagement and growth.
- Digital analytics, attribution and reporting approaches used to evaluate marketing effectiveness.

Experience

- 5-7 years' experience in digital marketing, growth marketing or performance marketing roles, with responsibility for planning, delivering and optimising integrated marketing campaigns.
- Demonstrated experience managing paid and organic digital channels, including search, social, email and web, to achieve audience engagement, conversion and growth objectives.
- Experience designing and optimising audience journeys and marketing automation programs across multiple digital touchpoints.
- Experience using analytics, reporting and audience insights to evaluate performance and drive continuous improvement.
- Experience working with CRM, CMS and marketing technology platforms such as Salesforce, WordPress and Campaign Monitor.
- Experience managing campaign and channel budgets, including planning, monitoring and optimisation.
- Experience working with agencies, suppliers and internal stakeholders to deliver marketing outcomes and manage competing priorities.
- Experience in a purpose-led, professional services, consulting, social impact or not-for-profit organisation is desirable.



Skills & Abilities

- Strong analytical capability and confidence using performance data and audience insights to drive continuous improvement.
- Excellent communication, stakeholder engagement and relationship-building skills, with a collaborative approach and a demonstrated commitment to SVA's values.
- Strong project management, prioritisation and organisational skills, with the ability to manage multiple campaigns and deadlines.
- Ability to work strategically and hands-on, moving comfortably between planning, execution and optimisation.
- Demonstrated understanding of social media, audience engagement and inclusive digital communication practices.
- Sound budget management skills, with the ability to manage marketing investment effectively and maximise impact.

Desirable

- Experience applying marketing science, behavioural insights and evidence-based marketing principles to improve brand and campaign effectiveness.
- Experience with AI-enabled marketing tools and emerging digital technologies.
- Experience mentoring, coaching or supporting the development of colleagues and stakeholders.